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Exploring Green Marketing Mix and Purchase Intentions in Dairy Product: Mediating Role of Green Innovation

Dr. Shiraz Khan¹

Dr. Farooq Shah²

Dr Fazli Haq³

Muhammad Waqas Nazir⁴

Sudhair Abbas Bangash⁵

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Dr. Shiraz Khan	Associate Professor, Department of Management Sciences CECOS University of IT and Emerging Sciences, Peshawar at- shiraz@cecos.edu.pk
Dr. Farooq Shah	Assistant Professor, Department of Management Sciences, CECOS University of IT and Emerging Sciences, Peshawar. at- farooq@cecos.edu.pk
Dr. Fazli Haq	Assistant Director, Khyber MedicalUniversity, Peshawar. at- fazlihaq@kmu.edu.pk
Muhammad Waqas Nazir	School of economics and management, Xidian University, Xi'an 710064, China. at- mwn@stu.xidian.edu.cn
Sudhair Abbas Bangash	Faculty of ManagementSciences, Department of Business Administration, Sarhad University of Science and InformationTechnology, Peshawar, Pakistan. at- sudhair.fl@suit.edu.pk

Abstract

This research investigates green marketing influence on green purchase intentions in a dairy product. As green innovation rises globally, the dairy sector faces both challenges and opportunities in adopting sustainable practices. By employing structural equation modeling, data from dairy products consumers were rigorously analyzed and also examine impact of control variables. The study's findings show that green marketing mix strategies significantly impact consumers' purchase intentions. Also, green innovation partial mediation found in marketing mix and consumers purchasing intentions. These insights enable marketers to identify their core strengths and strategically direct their future initiatives.

Keywords: Green Marketing; Dairy Product, Green Buying Intention; Green Innovation

INTRODUCTION

Businesses are being prompted to incorporate ecological concerns into their future operations due to concerns about becoming more environmentally conscious and changing weather patterns (Gelderman et al., 2021). Redesigning production and marketing processes to be more

environmentally friendly and to redirect research and development towards sustainability innovation is a significant issue for any types of businesses (Hermundsdottir et al., 2021). It is now essential to solely produce environmentally friendly items that do not harm environment and also accomplish sustainability innovation production. One of the most important things that businesses can do for the environment is to change their marketing strategies to focus more on green products. This will help create a sustainable market where people are aware of the need to switch from traditional products to more eco-friendly ones. Companies' marketing departments are playing a significant role in encouraging more sustainable innovation product. Thus, "green marketing," which has recently come to light as a planet-saving phenomenon, is the centre of attention in the present study. The term "green marketing," which can also mean "sustainable marketing" or "eco-friendly marketing," is an approach to advertising goods and services that prioritizes maximizing positive impacts on the green purchase intentions.

Researchers in the past have shed light on how various components of the green marketing mix affect consumers' intentions and actions across countries (Chou et al., 2022). To prevent an ecological catastrophe, nevertheless, additional study on green concerns is required, since Pakistan ranks among the world's populating nations. However, few research have examined how marketing mix affects the consumer purchasing intentions of dairy consumers research (Farid et al., 2023). The prior literature also shows that other researchers have not overlooked into how different components in the green marketing mix affect consumer buying intention in dairy product in Pakistan market (Farid et al., 2023). To date, however, there has been scant investigation into the potential mediating effects of consumers' demographics and green innovation mediating impact on association among different marketing mix and CPI. Hence, this study set out to mitigate knowledge vacuum by investigating green marketing mix impact CPI to buy dairy products, with focusing on the mediating effects of green innovation. Therefore, it is necessary to explore the research question, What does sustainable marketing mix impact dairy product purchasing intentions in developing markets, and how does green innovation mediate this?

The research makes substantial contributions to existing body of literature. Moreover, it uniquely explores green innovation mediating impact among green marketing mix and green purchase intentions, offering valuable insights specific to the dairy sector in a developing market. By addressing a gap in the literature, the study provides a fresh perspective on how sustainability-oriented innovation can influence consumer behavior in markets that have not been widely studied in this context. Additionally, it highlights the relevance of green marketing in developing economies, providing evidence that such strategies can be effective beyond developed markets. The research also offers insights into how demographic factors, particularly

income and education, shape green purchasing intentions. These findings are crucial for marketers aiming to segment their consumer base more effectively and design targeted marketing strategies. On a practical level, the study offers actionable recommendations for the dairy sector, suggesting that focusing on green products and promotional strategies can significantly influence consumer purchasing behavior, especially among higher-income and more educated consumers. Finally, the research contributes to sustainable practices by encouraging industries to adopt green marketing not only as a driver of consumer behavior but also as part of a more sustainable business model to address environmental challenges.

LITERATURE REVIEW

Most popular theoretical framework for supporting and forecasting the human behavior is theory of Planned Behavior (TPB) (Liobikienė et al., 2023). In order to put the four pillars of the green marketing mix into practice, study modifies customer demographics effect on green purchasing intentions, making TPB practical-extended version (Ali et al., 2024). According to these views, the act of intending to do something comes before the act itself (Amoako et al., 2020; Chou et al., 2022). Using various factors to determine customers' green purchasing intentions, previous empirical research has utilized a plethora of supplementary constructs as extensions to the theoretical frameworks (Gupta et al., 2021). In recent years, numerous studies have explored green purchase intentions concerning environmentally friendly products and services, examining various psycho-graphic, sociolect-demographic, and personality factors effects (Nekmahmud et al., 2020; Majeed et al., 2022). However, the problem of sustainability is considered a key concern for both business organizations and individuals. When consumers initially form the intention to purchase eco-friendly products, several factors influence their actions, helping these intentions solidify into actual behaviors over time. Similar to other purchase decisions, consumers are driven by a mix of internal and external factors that motivate them to buy environmentally friendly goods.

The green marketing mix is comprised of following elements: green products, promotions, prices, and places that significantly shapes consumer intentions and choices (Gupta & Ogden, 2019; Peattie & Crane, 2020). For example, within the realm of sustainable personal care products, consumers' values and past experiences play a vital role in driving their intentions to make eco-friendly purchases. Environmentally and aesthetically aware consumers are more likely to select green products, underscoring their commitment to sustainable living (Chan et al., 2021). Studies suggest that individuals who have prior exposure to organic or eco-friendly products are more likely to repurchase similar items, as these experiences foster trust and familiarity with sustainable options (Chen et al., 2020). Several studies have identified key variables, including consumer awareness, knowledge, socioeconomic status, environmental

factors, and belief systems, as critical determinants of purchase intentions for eco-friendly personal care products (Schmidt et al., 2021; Leonidou et al., 2019).

Despite this, some research has shown that consumers' environmental concern can vary significantly. For instance, studies confirmed that consumers market segment rely on health, sustainability, and ecol-conscious lifestyles, but only a small subset of demographic factors had a significant impact on purchase intentions (Hartmann & Apaolaza-Ibáñez, 2021). The global shift towards sustainability has encouraged businesses to adopt environmentally friendly practices, including green marketing strategies-integration. Green marketing focuses on promoting products developed to reduce environmental impact, appealing to an expanding group of environmentally aware consumers. The green marketing mix has gained popularity as a framework to help businesses align marketing strategies with sustainability goals, focusing on four key elements: green price, green promotion, green product, and green place (distribution), each influencing green purchase intentions (Gill et al., 2023). However, research remains limited on how green innovation interacts with this marketing mix to impact purchase intentions within dairy sector. This gap highlights need to explore mediating role of green innovation in strengthening the credibility and appeal of green marketing, particularly in markets with diverse levels of environmental awareness and purchasing power.

GREEN PRODUCT AND PURCHASE INTENTION

Green products are those that are produced and marketed in a manner that minimizes environmental harm. In the dairy industry, green products can include organic milk, dairy products from cows raised on eco-friendly farms, or packaging that reduces plastic waste. Prior research suggests that consumers are increasingly drawn to green products due to their perceived benefits for health and the environment. Kumar & Polonsky (2019) found that consumers are willing to buy GP, where product attributes such as organic certification and sustainable sourcing are highly valued. In the dairy industry, green product attributes such as the use of natural ingredients, reduced carbon emissions, and sustainable packaging contribute significantly to purchase intentions. Chang & Fong (2020) described that higher environmental awareness are considered green product attributes when making purchasing decisions. This finding is supported by Laroche et al. (2019), who found that the more a consumer understands the environmental benefits of a product, the more likely they are to purchase it. The green products ability drive purchase intentions and also frequently influenced additional factors, such as price consumers' sensitivity and environmental claims trust. Some studies, like Schmidt et al. (2021), emphasize the importance of product transparency and third-party certifications in enhancing consumer trust, which ultimately strengthens purchase intentions. Therefore, hypothesis that:

Hypothesis 1: Green product attributes positively influence GPI in the dairy industry.

GREEN PRICE AND GPI

The green pricing concept reflects the premium that consumers may be pay more for green friendly products. Pricing shapes consumer behavior and often evaluate the cost of a product in relation to its perceived value. In the context of green products, many studies highlight the price-value tradeoff that consumers face. For instance, Peattie & Crane (2020) note that while consumers express sustainable products preference, they are also sensitive to the price premium associated with them. In the dairy industry, price sensitivity is particularly high, as dairy products are often considered essential household items. Gupta & Ogden (2019) found that consumers tend to prefer purchasing environmentally friendly dairy products when the price difference is minimal. This suggests that while consumers value green attributes, price remains a key determinant in purchasing decisions, especially in developing markets where disposable income is lower (Hafeez et al., 2023). Bhardwaj and Singh (2021) suggest that companies offering green products must adopt competitive pricing strategies to attract cost-sensitive consumers. They argue subsidies and economies of scale reduce costs for eco-friendly products, making them more accessible. Ultimately, green pricing must strike a balance between profitability and consumer affordability to effectively drive purchase intentions. Hence, proposed that:

Hypothesis 2: Green Pricing Has Influence On Green Purchase Intentions In The Dairy Industry.

GREEN PROMOTION AND PURCHASE INTENTION

Green promotion refers to marketing and advertising strategies that emphasize a company's commitment to environmental sustainability. Effective green promotion involves educating consumers about products benefits and fostering brand image that aligns with echo-conscious values. Ottman et al. (2020) argue that green promotion is one of the most critical factors influencing consumer behavior, as it shapes consumer perceptions and builds trust in the brand's sustainability claims.

In the dairy sector, green promotion strategies can range from advertising campaigns highlighting the environmental benefits of organic dairy products to sustainability certifications displayed on product packaging. Leonidou et al. (2019) argue that for promotional efforts to be effective, they must be credible and transparent, as misleading claims about environmental benefits can lead to accusations of green-washing. Similarly, Chan et al. (2021) observed that consumers are more inclined to purchase green products when promotional messages are supported by third-party certifications, like organic or fair-trade labels, which reinforce the authenticity of a brand's environmental claims. Green promotional strategies can also include partnerships with environmental organizations or campaigns that promote eco-friendly

lifestyles (Marwat et al., 2021). These initiatives can enhance brand loyalty by associating the brand with broader environmental values, as highlighted by Hartmann & Apaolaza-Ibañez (2021). However, Green promotional strategies play crucial role in shaping green purchase intentions within dairy industry by emphasizing sustainable practices, eco-friendly packaging, and environmentally responsible sourcing. Therefore, hypothesized that:

Hypothesis 3: Green promotion impacts green purchase intentions in dairy industry. Green PLACE (DISTRIBUTION) AND PURCHASE-INTENTION

An environmentally friendly approach to distribution, known as "green place," decisively influences consumer purchasing intentions. This includes not only the physical logistics of delivering products in a sustainable manner but also ensuring that eco-friendly products are accessible in the locations where consumers typically shop. Ilicic et al. (2020) posit that the aspect of convenience plays a pivotal role in influencing the inclination towards purchasing environmentally friendly products, as consumers exhibit a higher propensity to acquire green items when they are readily attainable (Akram et al., 2023). In the dairy industry, green distribution practices can include the use of eco-friendly packaging, reduced carbon emissions in transportation, and partnerships with retailers that prioritize sustainability. Wu & Lin (2021) described consumer's intentions for purchase green products, when offered in places like organic grocery stores or farmers' markets.

Additionally, the use of online platforms that emphasize sustainability in their product offerings can enhance accessibility and convenience for green consumers. However, the effectiveness of green distribution strategies is contingent on consumer awareness. Zhao et al. (2020) argue that many consumers are unaware of the sustainable practices involved in the distribution of products, which limits the impact of green place on purchase intentions. Companies must therefore invest in raising consumer awareness about their sustainable logistics practices to fully capitalize on the potential of green place in driving purchase behavior. Hence, hypothesis that:

Hypothesis 4: Green place has impact on green purchase intentions in the dairy industry. GREEN INNOVATION AS A MEDIATOR

Green innovation reduces environmental impact while enhancing value for consumers (Kant et al., 2023). It acts as a mediator between the green marketing mix and purchase intentions, enhancing perceived value of eco-friendly products and strengthening connection between green marketing strategies and consumer buying behavior. It serves as a catalyst for consumers to make informed decisions regarding sustainable practices and products. Ultimately, the perceived value of eco-friendly products is elevated through this intermediary, leading to a positive impact on both consumers and the planet. Chen et al. (2020) suggest that green

innovation not only improves product attributes but also increases consumer confidence in the brand's commitment to sustainability.

In the dairy industry, green innovation can take many forms, such as the development of new eco-friendly packaging, the use of renewable energy in production, or the introduction of plant-based alternatives to traditional dairy products. Rennings (2021) emphasizes green innovation as key for competitive advantage, allowing companies to stand out and attract environmentally conscious consumers. Research by Dangelico & Pujari (2020) highlights green innovation role in enhancing green marketing mix effectiveness. For example, innovative sustainable products that are more energy-efficient or made from sustainable materials can justify higher prices, making consumers more willing to pay a premium. Similarly, green innovations in distribution, such as carbon-neutral delivery methods, can enhance consumer perceptions of a brand's sustainability efforts, increasing purchase intentions (Asghar et al.,2023). In this context, eco-friendly innovation is key for connecting green marketing and consumer purchases. Companies investing in eco-friendly innovation can meet the rising demand for sustainable products, especially in sectors like the dairy industry. Therefore, it is proposed that:

Hypothesis 5: Green innovation mediates the relationship between green marketing mix and green purchase intentions in dairy industry.

RESEARCH METHODOLOGY

A structured questionnaire was developed to include construct related items outlined. To enhance the scale's validity, statements were adapted from prior studies published in reputable academic journals. The questionnaire was divided into two parts: Section-1 collected socio-demographic information from respondents, while Section-2 addressed various elements related to green marketing mix strategies, GPR and GI. Responses were measured on a 5-point Likert scale ranging from "strongly disagree" to "strongly agree." This section contained 24 statements evaluating green marketing mix strategies four dimensions, four statements assessing GPI, and four statements examining green innovation mediating effect.

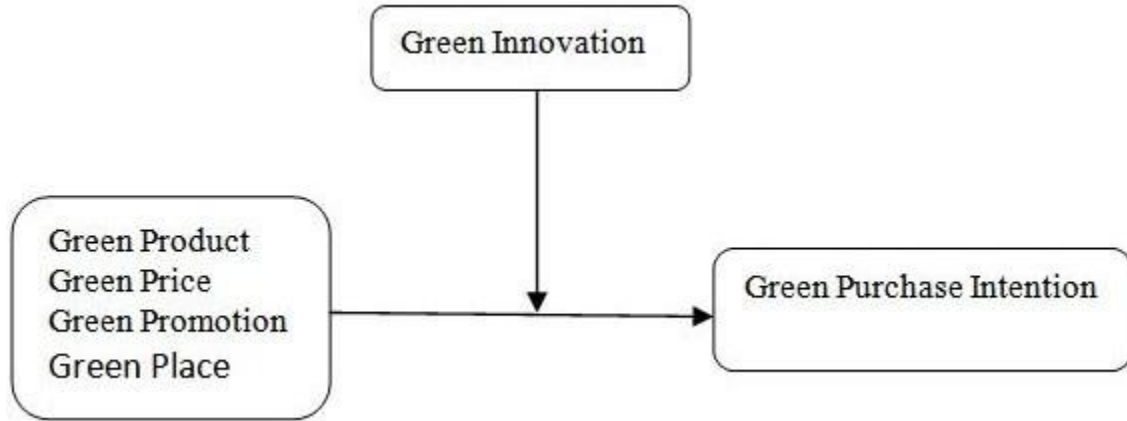


Figure 1: Conceptual Framework

DATA COLLECTION

Because of COVID-19 restrictions, we carefully created cover letter. This letter explained our research questions and ensured that we would protect our respondent’s privacy. We sent it to participants online for their safety and convenience. A small number of responses were gathered offline, in areas where the COVID-19 restrictions were not particularly strong. In order to obtain primary data, an online survey was conducted using Google Forms and was administered to dairy employees. The primary data were then subjected to additional analysis in order to formulate descriptive statistics.

Table 1. Demographic Profile

		Female	Male	Total
Age(years)	24–30	98 (40.16%)	49 (30.43%)	147 (36.29%)
	31–35	79 (32.37%)	65 (40.37%)	144 (35.55%)
	36–40	67 (27.45%)	47 (29.19%)	114 (28.14%)
		244 (60.25%)	161 (39.75%)	405
	Undergraduate	25 (10.24%)	28 (17.39%)	53 (13.08%)
	Graduate	63 (25.81%)	42 (26.08%)	105 (25.92%)

Education	Post-graduate	128 (52.45%)	65 (40.37%)	193 (47.65%)
	Doctorate	28 (11.47%)	26 (16.14%)	54 (13.33%)
		244 (60.25%)	161 (39.75%)	405
Occupation	Student	46 (18.85%)	17 (10.55%)	63 (15.55%)
	Homemaker	42 (17.21%)	5 (3.1%)	47 (11.60%)
		244 (60.25%)	161 (39.75%)	405
Occupation	Own-business	17 (6.9%)	55 (34.16%)	72 (17.77%)
	In service	71 (29%)	46 (28.57%)	117 (28.88%)
	Professional	68 (27.86%)	38 (23.60%)	106 (26.17%)
	244 (60.25%)	161 (39.75%)	405	

MEASUREMENT SCALE

The questionnaire consists of four sections. The first section collects demographic information. The second section investigated green marketing mix, i.e. GP, Geen place, price, & promotion, using a 20-item scale based on the methodology developed by Mahmoud et al. (2017). This scale measures green marketing different dimensions. The third section employs a three-item scale from Teng & Wang (2015) to assess purchase intention, which is the dependent variable of the study. Hamid et al. (2011) and Henseler et al. (2012) state that researchers should evaluate measurement model by assessing individual item reliability and analyzing internal consistency, content validity, convergent validity, and discriminant validity. Table 3 indicates discriminant validity using heterotrait-monotrait ratio (HTMT) approach, which provides clear data adequacy indication.

Table 2: Measurement-Model Assessment

Factors/Constructs	Items	F.L	CR	α	AVE
Green-product (GP)	GP1-GP4	0.71-0.868	0.906	0.86	0.710
Green-Promotion (GPM)	GPM1-GPM4	0.745-0.852	0.911	0.84	0.760

Green-price (GPC)	GPC1-GPC4	0.791-0.827	0.871	0.85	0.700
Green-place (GPL)	GPL1-GPL4	0.812-0.898	0.904		0.840.762
Green-Purchase intention	GPR1-GPR4	0.765-0.923	0.899		0.870.727
Green Innovation	GI1-GI4	0.812-0.924	0.875		0.860.712

Table 3: Correlation Coefficient

	1	2	3	4	5	6
GP	(0.853)					
GPC	0.627	(0.811)				
GPL	0.709	0.535	(0.838)			
GPM	0.755	0.571	0.581	(0.867)		
GPI	0.754	0.549	0.545	0.562	(0.756)	
GI	0.037	0.205	0.199	0.267	0.083	(0.721)

Note: Fornell & Larcker (1981)

STRUCTURAL MODEL

The structural model in SEM connects latent variables and evaluates hypothesis-validity utilizing statistical data. To test hypotheses, we initially examined correlations among constructs used in study. Subsequently, an empirical analysis was conducted using AMOS-26 to investigate the causal associations among green marketing strategies and green purchase responses (GPR). The results revealed that GP, GPC, GPL, GPM marketing mix sub-construct had significant influence on GPI (Green purchase intentions). Among these, GPM had strongest effect $\beta=0.23$, followed by GP $\beta=0.21$ and GPL $\beta=0.17$. However, green price $\beta=0.04$ doesn't show significant impact. The current study hypotheses H1, H3, and H4 were supported, while H2 was not supported (Table 4).

Table 4: Direct-Hypotheses (H1–H4)

	Relationship	β	Accepted/Rejected
H1	GP→GPI	0.17**	Accepted
H2	GPC→GPI	0.04	Rejected
H3	GPM→GPI	0.23**	Accepted

H4 GPL→GPI 0.21** Accepted

Table 5: Mediation Effect

Path	β	T-Values	95% CI	Remarks
H5 Marketing mix → GI → GPI	0.348	7.321	0.211:0.412	Partial Mediation

DISCUSSION

The aim of the present research project was to clarify how green marketing mix strategies affect the intentions of green purchase of dairy products. Therefore, it is imperative for marketers to be fully aware of the several green marketing strategies used in order to draw consumers to produced and sold green products. The study's findings indicated that three of the four Ps of green marketing utilized by commercial organizations significantly influenced purchasing intentions for environmentally friendly products. The findings revealed that GP, GPM, and GPL strategies significantly influenced green purchase intentions. Nonetheless, green pricing strategies did not significantly affect it in any meaningful manner. Consequently, one may infer that dairy customers in Pakistan firmly believe that green goods are viable answer to environmental issues. This is because green products are environmentally benign, advantageous to health, and excel in quality and environmental performance. Customers efficiently and swiftly identified these products at the spot. Green advertising strategies inform consumers of ecological advantages of environmentally friendly products, hence increasing product acceptance likelihood. It is highlighted that green promotional strategies significantly influence green purchase intentions. GP exhibited the minimal impact. This study's results indicate that customers are influenced by marketers' green claims and could convert full intention to purchase green products. Moreover, it underscores that their faith in green assertions made by marketers is more substantial than their idea that green products are a solution to environmental issues. Conversely, researchers found that green products exerted most significant influence, whilst green environments had least effect on consumers' intentions to purchase eco-friendly alternatives (Phan et al., 2019).

One can assert that purchase environmentally friendly products, despite fact that green price methods have negligible impact on their intentions to purchase environmentally friendly products. On the other hand, they are not willing to make additional sacrifices or pay elevated rates. It is possible to investigate this possibility in future with regard to additional categories of environmentally friendly products. Consumers have the perception that price and quality of environmentally friendly items is not proportional to one another, and that the higher cost of environmentally friendly products is not justified by the fact that they perform better. A research investigation that was carried out in Jordan and based on actual evidence came to the same

conclusions. With the exception of green price, customers' intends to purchase environmentally friendly products were highly influenced by strategies relating to green-products, green-places, and green-promotions Nekmahmud et al. (2020). On the other hand, conflicting findings were discovered while examining extraordinary green promotional tactics (Bi et al., 2023). The study revealed that consumers' environmental attitudes did not influence relationship between green marketing strategies and their green purchasing intentions. The findings of current study concerning moderating effect of customers' environmental attitudes were inconsistent with those of a recent study done in a neighboring nation. The study revealed that environmental attitude serves as a mediator in the relationship between the green marketing mix and green buying intention (Ahmed et al., 2023). Consequently, when formulating future marketing strategies to entice consumers towards their eco-friendly products, marketers must consider the diverse degrees of knowledge.

THEORETICAL AND PRACTICAL IMPLICATIONS

This study adds to the current literature with its empirical findings that confirm that diary consumers ingrained environmental mindset does not enhance the connection between green marketing techniques and the intention to purchase.

Governments and marketers must therefore work together to develop marketing techniques that can channel consumers' eco-consciousness into the purchase of environmentally friendly goods. Beyond this, it offers an opportunity for marketers to appeal to consumers' sentiments about the environment in the hopes that they will alter their behavior to be more eco-conscious (Patwary et al., 2022). More likely to join the green movement are consumers who are emotionally and sensitively sensitive. Thus, environmentally conscious marketers might take advantage of this reverence for nature by carefully plotting their next moves. Researchers found that consumers' income and education level were more important criteria than gender and occupation when it came to segmenting the market. This finding has important implications for marketing strategies.

We set out to determine whether green marketing strategies (GP, GPC, GPL, and GPM) influenced Pakistani consumers' inclinations to buy eco-friendly personal care products. Furthermore, we examined EA's role as a moderator in the cited association. The present research adds to the body of knowledge on green consumer purchasing intention, which is particularly useful given the gaps in the literature about the clarification of customers' intents in developing economies like India. Researchers have not yet attempted to use green marketing strategies to scientifically confirm consumers' intention to buy and reveal the moderating effect of their environmental attitude. Contributing to the current body of literature, this study aims to reveal the green purchasing intention by putting up a consumer intention model that incorporates key

features. The results of the empirical study are super crucial for building a theory about eco-friendly marketing and customer intent.

Primarily, when it came to eco-friendly personal care products, GP, GPL, and GPM significantly influenced Pakistani customers' purchase intentions. Secondly, there was no change in the impact of green marketing strategies on consumers' green intentions as a result of EA. Therefore, we believe that dairy consumers of eco-friendly personal care products will be motivated to adopt stricter strategies for eco-friendly products, eco-friendly locations, and eco-friendly promotional tactics as a result of the current research's findings. Since the price of environmentally friendly products has no effect on consumers' intentions to buy them, marketers need to quickly implement customer-friendly pricing policies for environmentally friendly personal care products if they want to win. Consumers' environmental attitudes are not being translated into green purchase intentions, according to the report. For this reason, it is critical for marketers to devise fresh campaigns that connect the satisfaction people get from buying eco-friendly goods with the power they have to stop the planet's degradation.

LIMITATIONS AND FUTURE RESEARCH

Green products have become more popular in recent years. To evaluate the theoretical components that reveal the discrepancy between customers' perceived greenness and purchase intents, more observational and grounded knowledge is expected. The relationship between environmental mindset and Indian consumers' purchase problems is growing. In contrast, the 4Ps study might include the 7Ps of the green marketing mix in Pakistan—product, pricing, location, promotion, packaging, positioning, and people. During green promotion, buyers will spend more to ensure a cleaner, greener climate. In agricultural countries like India, green advertising is more important. The organizations who have enhanced their operations by adopting eco-friendly technologies, resources, and new items and absorbed the conclusions would gain most in the future.

Four restrictions apply. The current study was cross-sectional, hence its conclusions are limited in practical value for producers and marketers. This research was conducted in a developing economy, which has distinct cultural traits. Thus, Western and industrialized countries cannot apply the empirical analysis's findings. Third, the current research only considers Pakistani dairy product customers, not all workers. Fourth, the environmental attitudes studied were limited. Recycling, energy conservation, and environmental awareness were ignored. The study focused on developing economies, notably Pakistan. This allows future studies to apply this conceptual paradigm to other rising economies, locations, and cultures (Patwary et al., 2022). Comparable longitudinal studies may also promote ecologically responsible consumption. The

study studied the mediating role of environmental attitude between green marketing tactics and customer purchasing intentions, so future researchers can examine their effects.

The COVID-19 pandemic has made predicting environmentally conscious consumer behavior harder. Recent advances in sustainable consumption have led to environmental attitude measuring. Literary advances have been made. This statistic is dependable and objective because it is based on past acts. It also distinguishes environmental attitude from nature appreciation. Future studies can potentially examine it in an emerging economy. Green washing could examine contemporary views about developed versus developing economies. Future studies can examine how knowledge and attitude affect behavior. After the pandemic, researchers must examine client eco-friendly items preferences. Future researchers must construct and validate VUCA (volatility, uncertainty, complexity, and ambiguity) factors. Moreover, this is because demand volatility, sustainable practices uncertainty, sustainable development complexity, and green product's environmental impact ambiguity affect the intention to buy environmentally friendly items. Future academics must examine how green marketing affects VUCA environments.

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